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EVANS SEED COMPANY



WATER MIL-LUNS

MONTICELLO, FLORIDA

U. S. A.

To the Farmers and Gardeners of America

NO FRUIT is so easily grown, and more delicious to eat than a good Watermelon. We are Watermelon specialists, and handle nothing but them for seed. Having made a study for the past twenty-five years of this fruit, we are in a position to know how to save good seed. Take a good piece of land, break it up with a plow, then lay off your rows ten feet apart, with a one-horse plow. Now check the rows, ten feet, and in the check put a shovel full of stable manure. Ridge the row with a one-horse turn plow, throwing two furrows together. On this bed in the checks plant your seed, using about ten seed. Plant the seed shallow, covering with just about enough dirt to cover them. When they come up and there are three leaves on the plant, thin out and leave two plants to the hill. Now burst out the middle of the rows with your one-horse turner. In doing this, you leave a balk on the row. Take a hoe and give the melons and balk a good hoeing. This is your first plowing and hoeing. In about two or three weeks after the vines have begun to run, run around them with a sweep and burst out the middles, and give them another good hoeing. Before doing this plowing, scatter a few cow peas all over the land. This plowing will cover the peas and the peas will grow and their vines will shade the melons, make larger melons and prevent sunbake. To have large melons, don't have over three or four to the vine. Pinch off sickly ones. This is all the cultivation melons need. Try a patch planted this way, and use EVANS seed, and you will have melons to be proud of.

Watermelons are planted after danger of frost is over. In January and February they are planted in Florida. Further north, up in New Jersey, May and June. A sandy soil is best, but they will grow on any land that melons were not planted on within the past ten years.

As to varieties, suit yourself. We have over thirty different kinds, and try to describe them fully on the following pages. After deciding what kind you want to plant, send us your order for as many pounds as you will need. It takes one pound to plant an acre. The price is \$1.00 per pound, delivered by Parcel Post, mail paid to any part of America. If you have never planted our seeds, try them; and if you have, you know there are no better seed than ours in America.

After the melons are harvested, they are cut and the seed taken out, carefully dried, and then cleaned with a seed cleaner. We can also say no concern takes more pains to have varieties more true to name than we. Look through the following pages, and then send us your order.

Thanking you in advance for it,

Yours truly,

EVANS SEED CO.



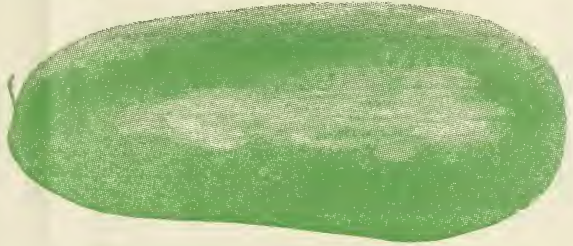
Watson Watermelon

Watson

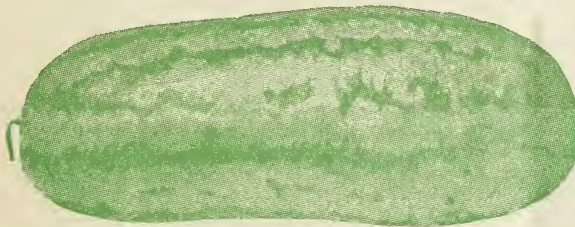
In the South there are two classes of Watermelon—first, a thin rind table melon; second, a tough rind shipping melon. Watson belongs to the latter class; and while it does not compare in quality with Kleckley Sweets, it has proved wherever shipped to be a good eating melon—in fact, superior to any other of its class. The melons measure 18 to 24 inches. Brown seeds, with green rind.

Kleckley Sweet

No other melon has ever attained such popularity for home use and nearby markets. This is a perfect melon for that purpose. Its eating qualities leave nothing to be desired. Vines strong and vigorous; melons medium to large in size. Oblong. The melons grow 18 to 24 inches in length; 10 to 12 inches through. Skin a very rich, dark green color; white seeds.



Kleckley Sweet Watermelon.



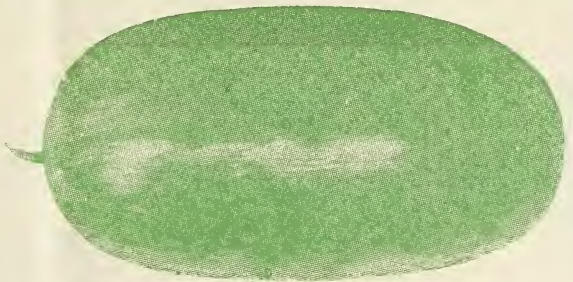
Rattlesnake Watermelon.

Rattlesnake

This melon made Georgia famous as the finest melon-growing State. In no place in the world are finer, sweeter melons grown than the Rattlesnake. 60 to 75-pound Rattlesnake melons are nothing unusual. Light green with dark green stripes; red meat, with white seed tipped with black.

Alabama Sweets

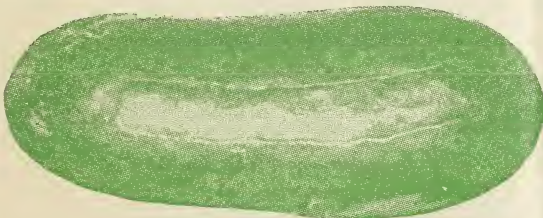
A splendid combination melon for shipping, market or home use. In general appearance much like Florida Favorite, but average much larger and has slightly darker markings. Sells on sight in either Southern or Northern markets. Early, bright scarlet flesh, fine grain, solid, sweet and free from stringiness. Light brown seed.



Alabama Sweet Watermelon.

Halbert Honey

A Texas melon. It greatly resembles the Kleckley Sweets, but is of darker color, more even, and regular in shape. Can not be shipped great distances, as the rind is very brittle, but it is unsurpassed for home markets and family use. It grows from 15 to 30 inches long, is dark green, slightly ridged and blunt at the blossom and stem ends. White seed tipped at stem with black.



Halbert Honey Watermelon.



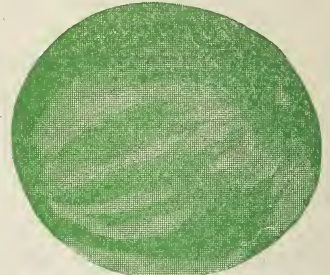
Cole's Early Watermelon.

Cole's Early

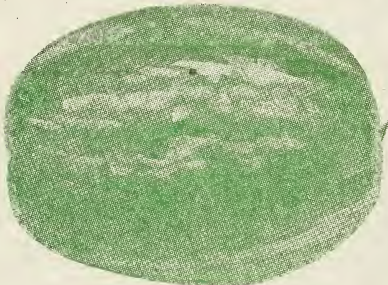
One of the earliest, but small size. It is very prolific, producing nearly round melons with dark green rind mottled with lighter stripes. Flesh bright red and crisp. A good variety for growing in the Northern States. Black seed.

Black Diamond

As good a shipping melon as Kolb Gem; quality better and flavor sweeter; a far better keeper; somewhat longer and heavier than Kolb Gem; very dark bluish-green rind, small grayish stripes, bright red flesh; seed black; as good a shipper as Kolb Gem, while quality of meat is far better; will keep longer than any known melon; medium early; ripens about July 3d. Eight hundred to car.



Black Diamond Watermelon.



Triumph Watermelon.

Triumph

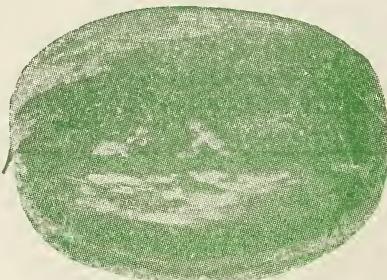
Grows to larger size than any other melon in cultivation. Specimens are grown weighing nearly 150 pounds. It is a very prolific sort, is early, and the melons are of uniform shape. In color and handsome appearance it resembles Duke Jones, which is one of its parents. An excellent shipping variety. Black seed.

Vick's Early

One of the earliest melons in our list. Dark-green rind; oval shape; meat bright red. A desirable variety for home use or market. Black seed.



Vick's Early Watermelon.



Harris Early Watermelon.

Harris Earliest

The earliest variety grown and exceptionally large for so early a melon; handsome, uniformly of long oval shape and of first-class quality. Not only desirable for home use, but fine for shipping. Black seed.

From Monticello News of May, 30, 1919

WATERMELON SEED A GREAT INDUSTRY

**ONLY TOWN IN WORLD WHERE
CAN BUY CARLOAD**

**Jefferson County Last Year Had
80% of All the Acreage in the
United States.**

Jefferson county Florida of which Monticello is the County seat is the home of the watermelon seed industry of the United States, or in fact the world, for this county grows more watermelons for seed purposes than any other section, and more watermelons are planted in North America than any other continent. The last report of the United States Department of Agriculture shows that the acreage in watermelons for seed purposes last year was 10,522 in the whole United States, and out of that number 8,534 acres were in Jefferson County Florida which is a little over 80% of all the watermelons grown for seed.

Watermelon seed grown in this county are sold in every State, and a good many exported to foreign countries. Seed from watermelons grown here will grow and do well in any section, for there is no place where they can be harvested and cured better as the climate and soil are ideal for them.

This industry brings in thousands of dollars every year to this community, and watermelon seed growing is just as staple as the growing of any kind of crop elsewhere.

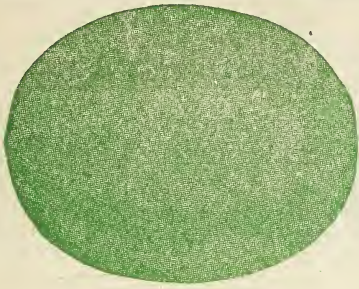
No matter where you buy your watermelon seed, the chances are ten to one that they were grown in Jefferson county Florida. You might buy from a Seedman in Seattle, or New York, or Chicago, or Philadelphia, or Texas, or Georgia, or anywhere else and he got his seed from a Jefferson county Florida grower. This being the case, true and undeniable why not get your watermelon seed from first hands, and in Monticello?

This is the only place in the world where you can buy watermelon seed by the carload.

Let us have a list of your requirements and will name our lowest price. We grow thirty varieties. The bigger the order, the cheaper the price per pound.

EVANS SEED CO.

**Wholesale and Retail
MONTICELLO, FLORIDA**



Jones Watermelon.

The Jones

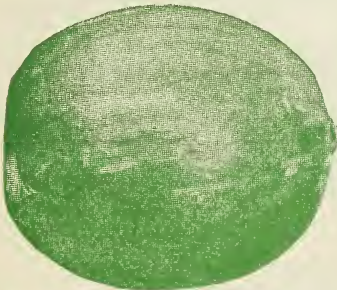
Rind dark, flesh bright red; almost round in shape; rind trifle thick. 65 to 70 pounds frequently size of this melon. Medium early; ripens about July 3rd. Good for home markets, but they break in shipping. Has a thick rind and is better than all other melons for rind preserving purposes and pickling. White seed tipped with black.

Kolb's Gem

The melons are large, of a thick oval blocky form; skin in dark and light-green stripes. Flesh bright red, but coarse and of poor quality. Splendid for shipping and keeps well. Black seed.



Kolb Gem Watermelon.



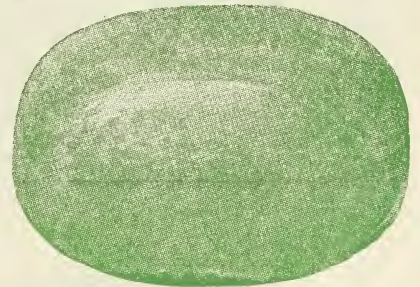
Fordhook Early Watermelon.

Fordhook Early

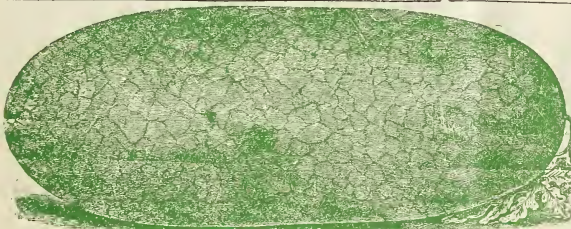
This is still without a rival as the earliest large-fruited melon in cultivation. Fruits are of good size, rather short and blocky in form. Skin dark green, occasionally with faint stripes of lighter green. Rind quite thin, but skin tough, making an excellent shipping variety. Flesh bright red, crisp, sweet, and of splendid quality; really one of the finest flavored melons in cultivation today. White seed.

Dark Icing

An extra early and extra good melon for home use and nearby market. One of the most delicious fruits of round or shortened oval form, with dark-green skin. Flesh deep pink, very sweet and melting. Justly popular with truckers, as its noted fine quality makes the melons sell well. White seed.



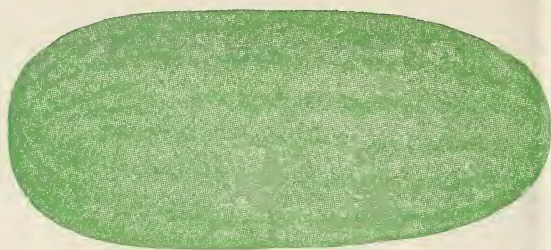
Dark Icing Watermelon.



Gray Monarch, or Long White Icing.

Gray Monarch, or Long White Icing

It is a handsome melon of large oblong shape. The flesh is bright red, solid, firm, of melting flavor. The vine is a remarkably strong, vigorous grower and a heavy bearer of large silver gray melons with very tough thin rind. The melons measure from 20 to 30 inches in length.



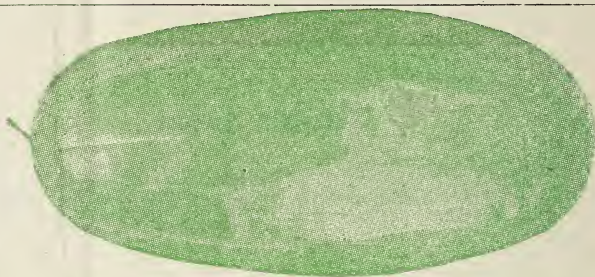
Florida Favorite Watermelon.

Florida Favorite

This variety originated with one of the most extensive melon growers of Florida. A beautiful melon, with dark and light green exterior; shape oblong; flesh bright crimson, crisp and deliciously sweet. A good shipper. White seed.

Excel

This is the shippers' melon. It is well adapted to Southern conditions, and for a shipping melon it can't be beat. The rind is tough, being a heavy cropper. It is a large, long dark green melon with faint stripes. Flesh red, crisp, solid, and a wonderful medium early shipper. White, black and brown seeds.



Excel Watermelon.



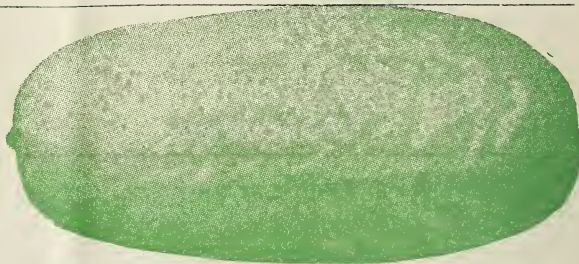
Mountain Sweet Watermelon.

Mountain Sweet

An old variety but still the standard of excellence for quality; fruit oval, long and very dark green rind; meat red, sweet, with black seeds.

Irish Grey

The size is uniform and large. Color of rind yellowish gray and almost as tough as that of the Citron. Ripens earlier than Watson and will keep in good condition for a long time after pickling. Very prolific and a good shipper. A fine market sort. White seed.



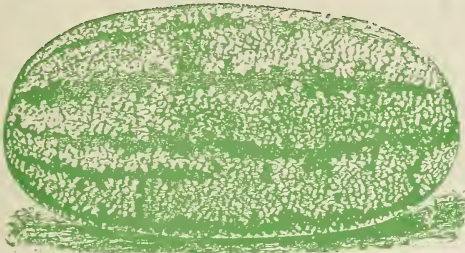
Irish Grey Watermelon.



MAMMOTH IRONCLAD WATERMELON

Mammoth Ironclad

Large, heavy, oblong fruits, averaging two feet in length under good cultivation. Skin dark green, with bright stripes of lighter green in mottled markings. Rind thin but tough; flesh bright red, firm, crisp, and free from stringiness. Large solid heart, with seeds near the rind. White, white tipped with black and light brown seeds.



PEARSON

Pearson

Long a favorite in the section of South Carolina where it has been grown. The melon grows to a large size; rind dark green with darker stripes; flesh red and remarkably tender and sweet; an excellent melon for home use; medium early; ripens about July 3rd. Large, often 70 pounds. Rind tough. White seed.

Ice Cream, or Peerless

A watermelon which we strongly recommend for home market or garden culture. Of good size. Color mottled green. Flesh rich scarlet and sweet; rind thin. Vines are very productive. Being thin in the rind, it is not so well adapted for shipping to the market. Notwithstanding it is grown exclusively by some for market on account of its earliness. White seed.



Golden Sweet

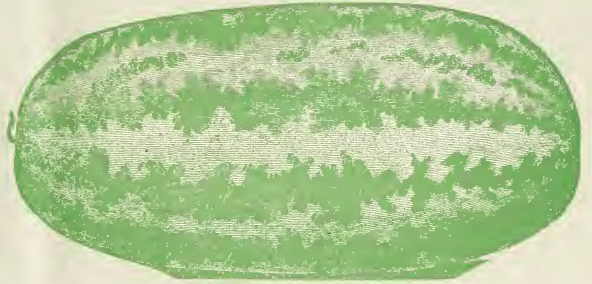
A new melon with yellow flesh that fairly melts in the mouth, and which for its fine sugary, juicy and delicious flavor cannot be surpassed by any red flesh melon on the market. The outside skin is dark green, grows a long oblong in shape, medium size, and a perfect sort for home use. The rind is thin but hard, and with but few seeds. White seed.



Golden Sweet Watermelon.

Wonderful Sugar

This widely famous watermelon is, we believe, the sweetest ever put before the people of this country. It is of medium size with striped or variegated exterior, beautiful red flesh, and light colored or white seeds. The flesh is entirely stringless, and of perfect quality as to texture, the vines are strong, thrifty and prolific, and well adapted to withstand either wet weather or drought.

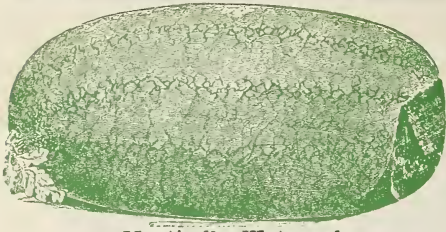


The Dixie

The size is large, specimens weighing 50 lbs. being not infrequent. The flesh is scarlet, very fine and extra firm. The rind, though thin, is as good keeping quality. One of the best shipping melons grown, often producing on a single vine 6 to 8 large oblong shaped melons, of a dark green color, striped lighter green. Black seed.



THE DIXIE WATERMELON.



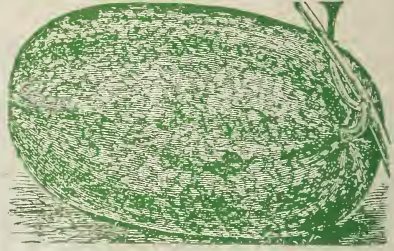
Monticello Watermelon.

Monticello

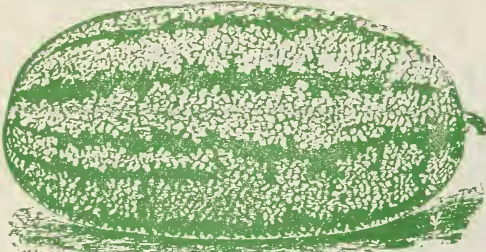
Is a watermelon of medium to large size and of high table quality. It is of Southern origin, but thrives well in the North. In shape it is oblong. The outside color is pale green, with darker green markings. The flesh is brilliant red in color, and remarkably solid. The flavor is delicious, and the flesh entirely stringless. The rind, though thin, is tough, insuring good shipping qualities. White seed.

Phinney's Early

The finest of all the early maturing melons of medium size and oblong shape, marked with two shades of green. The rind is thin. The red flesh is very sweet and tender. The vine is productive and a sure cropper, the melons maturing early. Adapted to all sections, and does exceptionally well in the Northern States. A distinct early watermelon, becoming very popular for the home garden. White seed tipped with black.



PHINNEY'S EARLY WATERMELON.



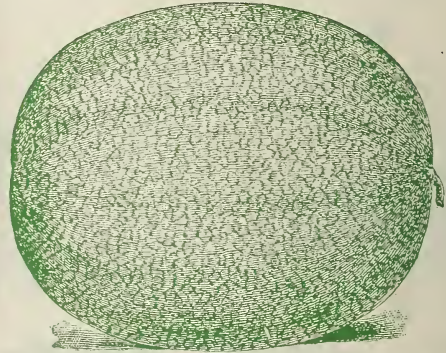
Bradford Watermelon.

Carolina Bradford

The Bradford is one of the best melons for home use and nearby markets, but we do not recommend it for shipping long distances. It is a favorite above all others in sections where it has been grown. It makes a strong healthy vine and very productive. The melons are large, elongated; rind dark green, with darker stripe; flesh red, remarkably tender and sweet. An excellent melon for home use. White seed.

Sweet Heart

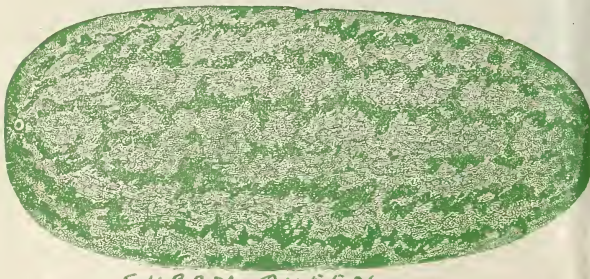
Popular for market. Large heavy fruits of oval or round form; skin very pale green, with distinct nettled lines of a slightly darker shade. The flesh is red, firm, crisp, and exceedingly sweet. A good keeper and excellent shipper, and a good selling melon, being attractive and of good quality. Black seed.



SWEET HEART WATERMELON.

Cuban Queen

This magnificent variety was originally brought from the West Indies, and seed first offered in 1881. The melons are of large size, oblong in form, slightly tapering at the stem end. Skin beautifully striped in dark and light green. Rind quite thin, but tough enough for shipping. Flesh bright red, and luscious. Black seed.



CUBAN QUEEN